

Frontier Culture Museum Board of Trustees
Executive Committee – Lecture Hall
Draft Minutes
June 21, 2023 9:30 a.m.

Members Attending:

John Avoli, Ronald Capps, William Sibert, Ned Ruby, Peggy Sheets, Paul Vames

Members Absent:

Emmett Hanger, Emmett Toms, Kenneth Venable

Guests Attending:

Glenda Western

Staff Attending:

Butch Smiley, Lydia Volskis

I. Call to Order and Welcome

Mrs. Peggy Sheets

Board and Committee Chair Peggy Sheets called the meeting to order at 9:05 a.m.

II. Approval of May 2023 Minutes

Mrs. Sheets

The minutes of the May 2023 meeting were approved as distributed.

III. Agency Update

Mr. Butch Smiley

CEO Butch Smiley reported that the Museum had strong visitation in May with 8,441 guests as opposed to 5,710 last May. The year-to-date total is over 59,000; in 2022 we hosted 51,000. The weather so far this season has been cooler and comfortable.

He continued that recently during the night the lock on the Cochran Parkway gate was cut, and that the second gate leading to the DeJarnette property was rammed and damaged. He will update the Committee if there are further developments.

The Museum was named best Museum in the region by Blue Ridge County Magazine. The magazine is published in Roanoke and covers Virginia, West Virginia, Maryland, North Carolina, South Carolina, Tennessee, Kentucky and Georgia.

Mr. Smiley will speak to the Kiwanis Club in July about the Museum.

Planning continues for the West African site and Mill project, as well as communications concerning the Gallery project, Mr. Smiley hopes to have more news soon.

Mr. Smiley continued that he and other staff have attended several IT related meetings recently which were informative. The Museum has submitted a request for services to VITA for upgrades.

Mrs. Sheets said that Mr. Smiley and the fiscal staff are doing their best to address some of the audit findings – it is challenging with a small staff.

IV. Trustee Committees

Mrs. Sheets

Mrs. Sheets reported that many Trustees have volunteered to serve on various committees. The list will be finalized soon and communicated to all; later in the summer the Committees will begin to meet in anticipation of the late September Board meeting.

V. Old Business

Mrs. Sheets

No items of old business were discussed.

VI. Foundation Report

Mrs. Western

Mrs. Western thanked Mr. David Trainum for his leadership of the Foundation over the past several years. She said that he will remain with the Foundation and work on both the real estate committee and the capital campaign. She thanked the Trustees for their support over the past year and reported that:

- The Annual Fund ends on June 30, and has raised more than \$87,000 – well past its goal of \$80,000 for this year. Next year the new goal will be \$85,000.
- The Foundation has offered 25 summer camp scholarships with funds from the Community Foundation. The family of Emily Day has also established a summer camp scholarship in her memory which will be offered each summer.
- McAvoli's Summer Pub will be held August 25th on the Irish Farm – this event is a fundraiser for school field trips.
- The Heritage Golf Classic – also a fundraiser for the Museum – will be held October 10th at Orchard Creek in Waynesboro.

Mrs. Sheets said that sponsorship letters for McAvoli's Pub will go out this week, and that the two competing teams/bus drivers are Tom Sheets and Butch Smiley. She also said that materials for the capital campaign are being prepared and the full plan will be presented to both Boards before the official launch. Mr. Jim Belshee is the capital campaign committee chair.

Mrs. Sheets also thanked Mr. Avoli for his help in setting up and facilitating the meeting in Richmond with all parties involved in the Gallery project.

She continued that she is meeting today with Eric to go over Mill project status updates, and noted that this project may coincide with the Gallery project. She noted that there will be new signage at the West African farms new site, and that the project will begin with one building. Mr. Venable will work on fundraising for the project; these funds will be separate from Mill and Crossing Gallery Funds.

Mr. Capps asked what the timeline is for the Mill project; Mrs. Sheets said that the funding is set and Richmond is aware that we'd like to begin work. The project may coincide with the start of the Crossing Gallery.

VII. New Business

Mrs. Sheets

No items of new business were discussed.

VIII. Closed session

Mrs. Sheets

At 10 a.m. Mr. Ruby said:

I move that the Executive Committee of the Board of Trustees of the Frontier Culture Museum of Virginia enter closed session for:

- 1. Discussion concerning a prospective business or industry or the expansion of an existing business or industry where no previous announcement has been made of the business' or industry's interest in locating or expanding its facilities in the community, pursuant to the exemption in Virginia Code § 2.2-3711(A)(5), and related to the potential sale or lease of real property conveyed by the Museum to the American Frontier Culture Foundation.*

The motion was seconded by Mr. Capps, there was no discussion and the motion passed unanimously. All staff left the room.

At 10:15 Mr. Capps made a motion that the Committee end closed session. The motion was seconded by Mr. Ruby, there was no discussion and the motion passed unanimously.

Mr. Capps said:

Whereas, the Executive Committee of the Board of Trustees of the Frontier Culture Museum of Virginia convened in closed meeting on June 21, 2023 pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act;

NOW BE IT RESOLVED, in accordance with Virginia Code § 2.2-3712, that the Executive Committee of the Board of Trustees of the Frontier Culture Museum hereby certifies that, to the best of each member's knowledge:

*(1) only public business matters lawfully exempted from open meeting requirements under Virginia law, and
(2) only such public business matters as were identified in the motion by which the closed meeting was convened
were heard, discussed, or considered in the closed meeting of the Board of Trustees of the Frontier Culture Museum of Virginia.*

The motion was seconded by Mr. Ruby, there was no discussion, and each member vcertified verbally that no other matters had been discussed.

IX. Next Meeting (no mtg in July, next mtg August 23 or 30) Mrs. Sheets

There will be no meeting in July, and the next schedule meeting will be at 9:30 a.m. on August 30th.

X. Adjournment

Mrs. Sheets

The meeting was adjourned at 10:15 a.m.